

Country: INDIA
Project : FINANCING PUBLIC PRIVATE PARTNERSHIP THROUGH SUPPORT
TO THE INDIA INFRASTRUCTURE FINANCE COMPANY LIMITED
Sector : Finance and Private Sector Development

REQUEST FOR EXPRESSIONS OF INTEREST

Grant No. : TF096466

1. This request for Expression of Interest follows the general procurement notice for this project that appeared in dgMarket/UNBD online on 24 Feb 2010
2. The India Infrastructure Finance Company Limited (IIFCL) has received a Grant from the World Bank towards the cost of IIFCL Capacity Building and intends to apply part of the proceeds for consultant services.
3. The India Infrastructure Finance Company Limited would like to appoint a consulting firm for '*Preparation of a communication strategy for India Infrastructure Finance Company Limited (IIFCL)*' which includes the following:
 - Setting a clear communications plan and defining the issues around the Project.
 - Supporting appropriate disclosure and transparency measures by IIFCL
 - Anticipating and addressing potential reputation risk issues to IIFCL and at sub-project level
 - Establishing an effective system to provide information through the web and other means;
 - Preparing and disseminating both routine and complex outreach products (e.g., news releases, briefs, op-ed articles, Q&As, websites etc.) that promote the strategic and timely flow of information and key messages to relevant external audiences;
 - Assist in managing relationships with key external stakeholder constituencies and set up two-way channels of communications with major stakeholder groups with a view to enhancing the overall effectiveness of the Project.
 - Determining the types of information and appropriate communication tools & methods that are best suited to addressing key issues;
 - Overseeing the planning, coordination, scheduling and logistics for press briefings, high-level meetings, workshops and other communications-related activities; and media coaching to spokespersons.
4. The India Infrastructure Finance Company Limited now invites eligible consultants to indicate their interest in providing the services. Interested consultants must

provide information indicating that they are qualified to perform the services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, CV of key personnel, balance sheets for the last three (3) years, etc.). Consultants may associate to enhance their qualifications.

The above-mentioned information is to be provided by the Consultant in the [FORMAT](http://www.iifcl.org/format_eoi.pdf) available on the web site www.iifcl.org/format_eoi.pdf

5. A consultant will be selected in accordance with the procedures set out in the World Bank's [*Guidelines: Selection and Employment of Consultants by World Bank Borrowers*](#) current edition.
6. Interested consultants may obtain further information at the address below during office hours (1030 hours to 1700 hours)

THE DATE FOR SUBMISSION OF THE EXPRESSIONS OF INTEREST HAS BEEN EXTENDED TILL 15TH SEPTEMBER 2010 BY 17:00 HRS.

India Infrastructure Finance Company Limited

Attn: Manager (Procurement)

8th Floor, Hindustan Times House, 18-20, Kasturba Gandhi Marg, New Delhi – 110 001

Tel: +91-11-23730269, 23730270

Fax: +91 -11-23736355

E-mail: procurements@iifcl.org

Web site: www.iifcl.org